



NextWave Plastics Members Accelerate Ocean-Bound Plastic Product Innovation

Dell, Humanscale, Solgaard expand ocean-bound plastic product portfolios, adding to the more than 330 products created by NextWave member companies.

(April 21, 2022) – Today, [NextWave Plastics](#) celebrates the growth of member companies' portfolios of product innovations and sustainability milestones, furthering its commitment to keep plastics out of the ocean. NextWave Plastics also announces today the launch of its [Currents of Change: NextWave Plastics Stories of Impact](#) case study series, which offers an exclusive look into how global leaders from the NextWave member companies catalyze transformative change, taking the lead to tackle challenges, find solutions and create real impact. A new issue will be released each week starting Earth Day (April 22) through World Oceans Day (June 8).

During 2021 NextWave Plastics saw a 98% increase in annual diversion of ocean-bound plastics over 2020. This year, NextWave's 11 member companies are upping the ante with the release of several new product innovations using ocean-bound plastics including recent announcements by CPI Card Group, Dell Technologies, Humanscale and Solgaard.

"NextWave Plastics members collaborate and bring new innovations to market in an effort to scale the use of ocean-bound plastic, build a shared network of suppliers and bring value to the communities where this material is sourced," said Dune Ives, CEO of Lonely Whale. "Their efforts are captured in the Currents of Change, where we share their 'secret sauce' to creating transformative, systemic change, helping to turn off the tap on the 14 million metric tons of new plastic entering the ocean every year."

[Humanscale](#), a global leader in the design of office furniture, unveiled the Path chair this month, composed of over 20 pounds of recycled content, including ocean plastic, post-consumer plastic bottles and post-industrial material. Almost 10 pounds of the recycled content was plastic rescued from the ocean, a majority of which are reclaimed fishing nets, the most harmful of all ocean plastic. Path joins 25 other Humanscale products in being recognized by the International Living Future Institute's [Living Product Challenge](#) (LPC) as certified climate, water and energy positive.

"Back in 2018, when we launched the first task chair made of ocean plastic, we proved that this was possible. Since then, we've been expanding our ocean plastic program to include more sources, types of plastic and new products," said Jane Abernethy, Chief Sustainability Officer at Humanscale. "We're very proud to introduce Path as the next step in our journey and to raise the bar for environmental stewardship across our industry."

[Dell Technologies](#) recently announced key updates to its [Latitude 5000 series](#), the technology leader's highest volume PC, which offers an increased use of recycled and renewable materials. This series also marks an important milestone in Dell's existing use of ocean-bound plastics beyond packaging and into more products and accessories. Notably, ocean-bound plastics can be found in the Latitude 5000 series' fan housing (28%), various OptiPlex Micro and Precision Mobile Workstations. In addition, the EcoLoop

Pro series of backpacks, briefcases and sleeves feature 100% ocean-bound plastic in the exterior main fabric.

Dell launched its first project using ocean-bound plastics to create commercial-scale packaging in 2017, and since then, has dramatically scaled usage – utilizing over 227,000 pounds of ocean-bound plastics and using the material in over 5.1 million recyclable packaging trays and end caps.

“Our partnership with NextWave has inspired us to find new applications for ocean-bound plastics and deliver impact at commercial scale,” said Page Motes, Head of Sustainability at Dell Technologies. “In the five years since we helped launch the NextWave Plastics consortium, it’s been awesome to see the ongoing creativity and dedication from companies bringing eco-friendly products to the marketplace that reduce environmental impact.”

[Solgaard](#), sustainable travel and accessories brand, has introduced the [Shoreline Watch Collection](#), Scandinavian designed, minimalist timepieces made from recycled ocean-bound plastic. The pieces are made from a high impact and durable material called Shore-Plast, utilizing recycled ocean-bound plastic that has been collected from beaches and waterways around the world. For every watch sold, the equivalent of 229 plastic bottles are prevented from entering the ocean.

“Every new product we create is an opportunity to make a positive impact on our planet. Our new Shoreline Watch Collection is made using ocean-bound plastic sourced through the NextWave Plastics supply chain network,” says Adrian Solgaard, Founder and CEO of Solgaard. “On top of that, we’re preventing 200 times more material from entering our oceans, making these timepieces plastic negative.”

[CPI Card Group](#), a payment technology company and leading provider of credit, debit and prepaid solutions, also announced that it has sold over 50 million of its eco-focused payment cards since launch in 2019. The Second Wave® card features a core made with recovered ocean-bound plastic, helping reduce first-use plastic and divert plastic waste from entering the ocean. CPI Card Group estimates that for every one million Second Wave® cards sold, over one ton of plastic is diverted from entering the world’s oceans, waterways and shorelines.

For more information on NextWave, visit www.nextwaveplastics.org and download the [NextWave Plastics 2021 annual report](#). You can also connect with NextWave on [Twitter](#) and [LinkedIn](#).

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About NextWave Plastics

[NextWave Plastics](#) is an industry-led, open-source collaboration among leading technology companies and consumer brands to develop the first global network of ocean-bound plastics supply chains. Convened by Lonely Whale, this consortium aims to keep plastic in our economy and out of the ocean and has committed to preventing 25,000 tons of plastic waste from entering the oceans by 2025 across countries most impacted by plastic pollution. Members include CPI Card Group, Dell Technologies, HP Inc, Humanscale, IKEA, Interface, MillerKnoll, Shinola, Solgaard, Trek Bicycle, and Veritiv. In 2021, NextWave was [awarded the top honors at the United Nations SDG Action Awards](#), which recognize organizations from around the world that are mobilizing, inspiring and connecting individuals to make positive change for people and the planet. To learn more, visit www.nextwaveplastics.org, follow along on Twitter at [@NxtWavePlastics](#), or connect on [LinkedIn](#).